

THE  
SALMON ARM  
FRUIT  
AND  
LAND CO.  
LIMITED

211.

SALMON ARM, B.C.

# PROSPECTUS

## The Salmon Arm Fruit & Land Co.

LIMITED

SALMON ARM, B.C.

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AUTHORIZED CAPITAL, \$250,000  
Divided into 25,000 Shares of \$10.00 Each

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20,000 SHARES ARE OFFERED FOR SALE AT PAR

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**DIRECTORS:**

LEVI G. MONROE, Ex-Sec. Chamber of Commerce, Spokane, Wash. - President  
ROBT. TURNER, Fruit Grower, Salmon Arm, B.C. - Vice-President  
F. D. NICHOLSON " " "  
W. A. BANKS " " "  
S. M. CURRIE " " "  
EZEKIAL JOHNSON, Mill Owner, Salmon Arm, B.C.  
GEORGE GORE, Salesman, Vancouver, B.C. - Managing Director  
W. V. LEONARD, J.P., Salmon Arm, B.C. - Treasurer

**SOLICITORS:**

BOWSER, REID & WALLBRIDGE, Vancouver, B.C.

**TRUSTEES:**

DOMINION TRUST COMPANY LIMITED, Vancouver, B.C.

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Head Office: SALMON ARM, B.C.

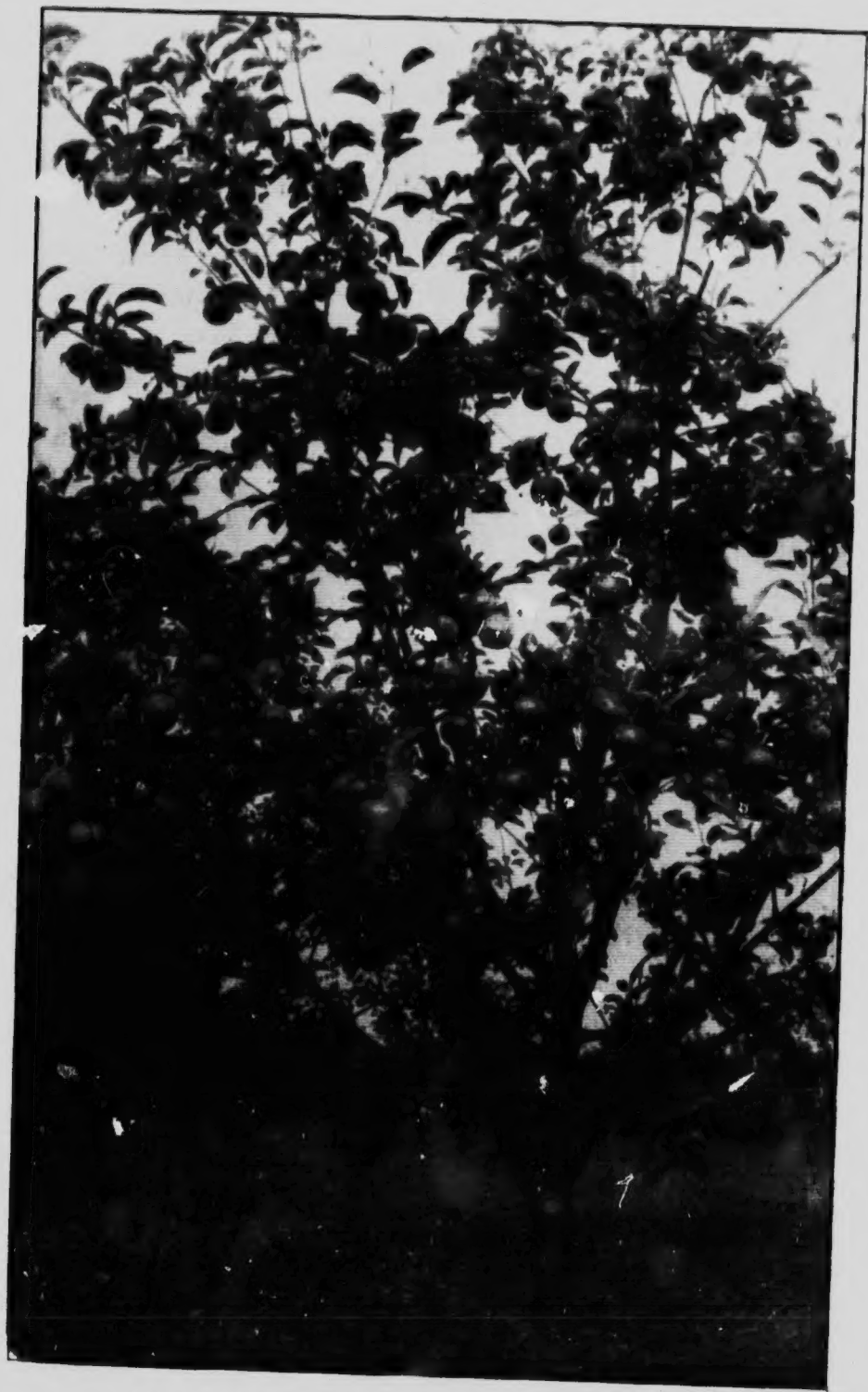
P.O. Box 681, Vancouver, B.C.

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*All cheques payable to W. V. Leonard, Salmon Arm.*

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10th August, 1910

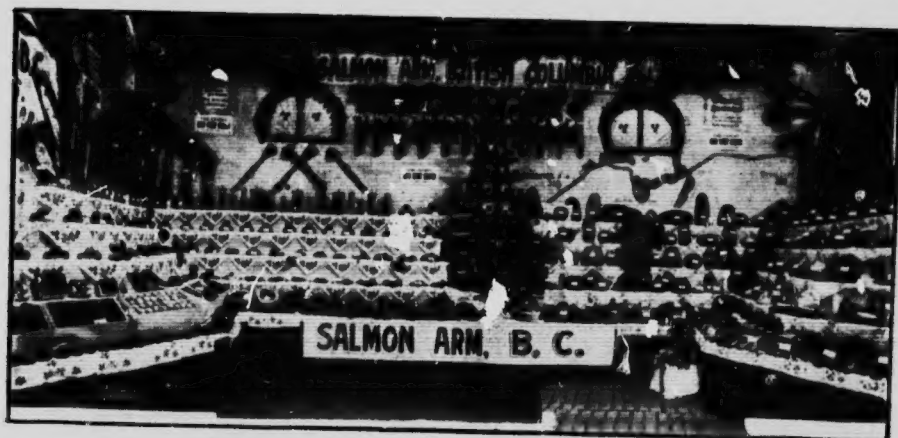


To be seen in Mr. Robert Turner's Orchard, Salmon Arm, B. C.

**R**ealizing the possibilities resulting from scientific development of raw lands in the Salmon Arm district of British Columbia, this Company has been incorporated for the purpose of dealing with specified holdings in this locality, adopting and pursuing methods which have proven successful in other localities possessing, to some degree, the same advantages and necessary qualifications which are found in Salmon Arm, viz.: Proper climatic conditions, formation of soil and precipitation of moisture, etc.



YOUNG ORCHARD, GRAND FORKS, B. C.



Salmon Arm District Display, New Westminster Exhibition, 1909

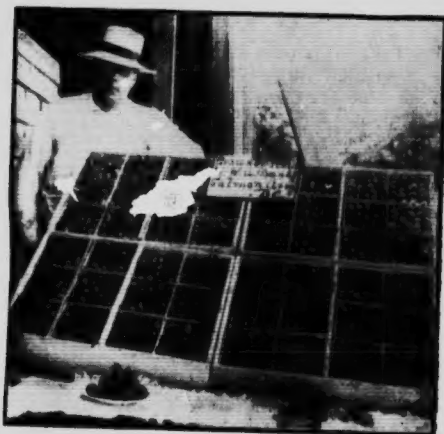
It is the desire and it will be the aim of this Company to further the interests of this particular locality in every sense of the word. With this object in view it is evident that the interests of the Company will be best subserved by having the directorate an entirely practical one. *The horticultural work* will be carried out under the supervision of a staff



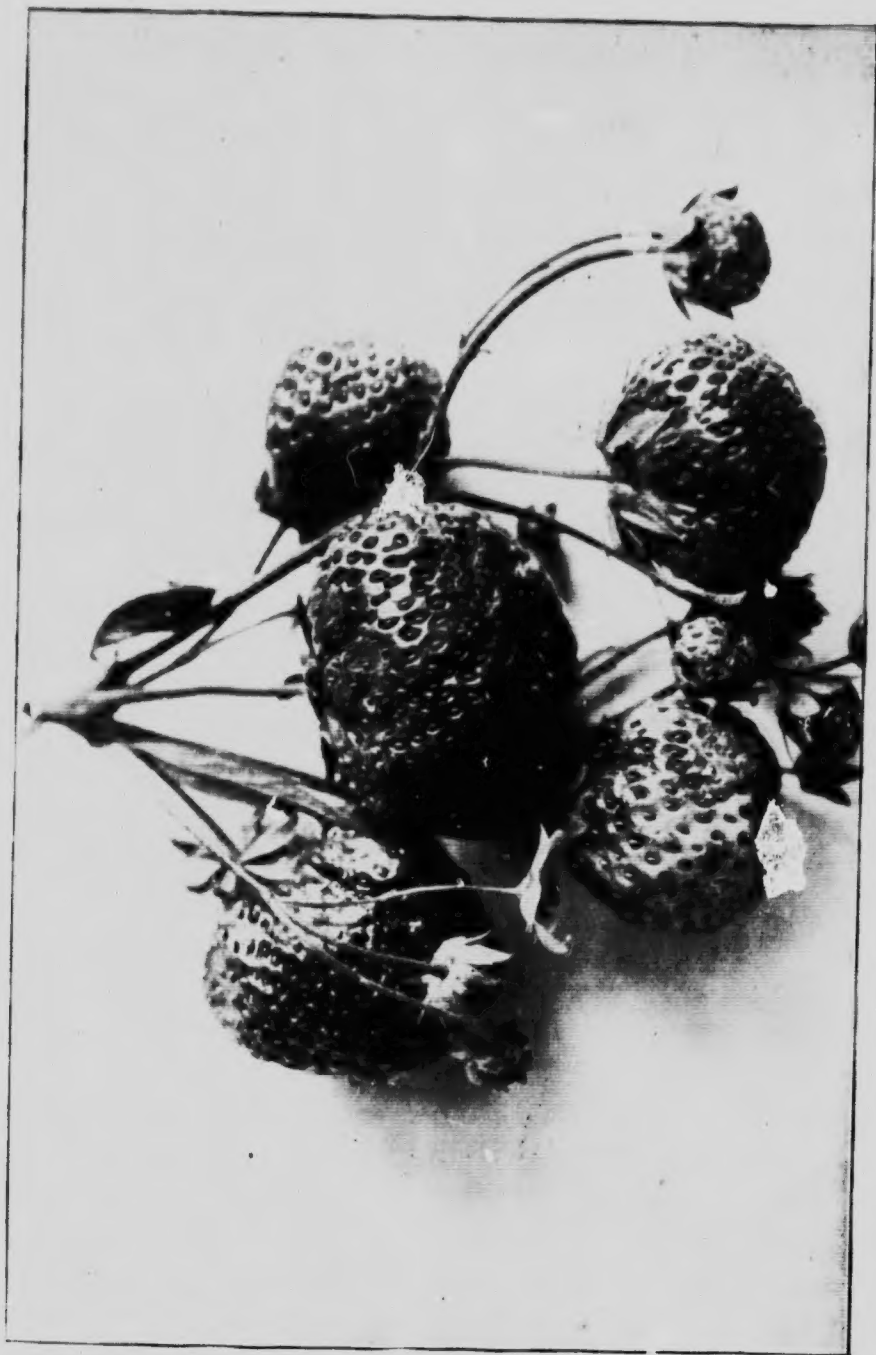
Duchess Apples Grown on F. D. Nicholson's Orchard

of expert workmen, having scientific training so that any of the orchardists of the Company will be able to take advantage of the advice and direction of the horticultural department.

It is the desire of this Company, first and foremost, *to colonize the Salmon Arm District* and to secure for it most desirable citizens; secondly, to increase both production and market value of all agricultural and horticultural



Strawberries packed by W. A. Banks, Salmon Arm



BRITISH COLUMBIA STRAWBERRIES



lands and do it on a scale which will attract, not hundreds of people, but thousands, and which will add millions of dollars to the wealth of the community.

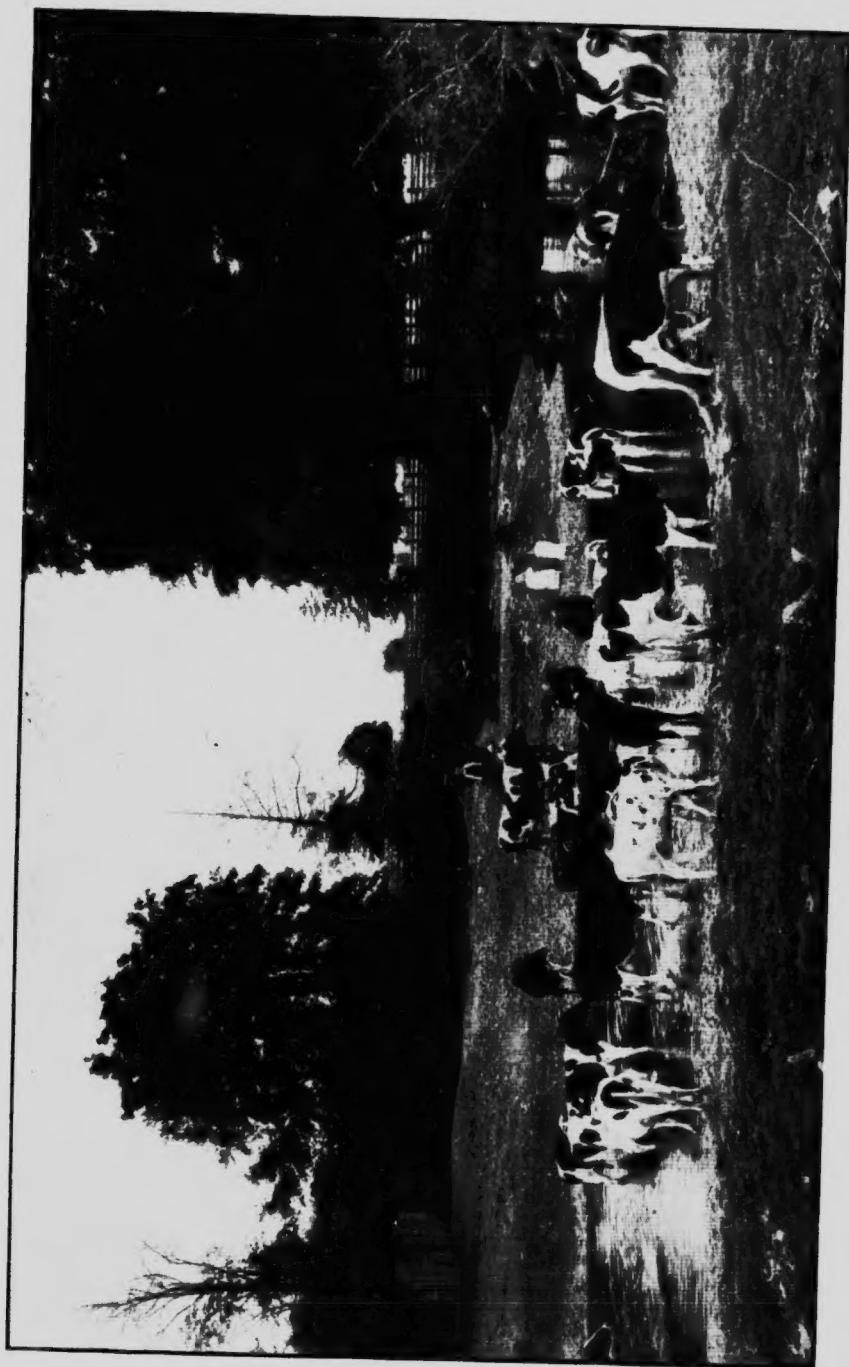
The Salmon Arm District is divided into *three classes of lands*; the finest fruit land, the best of hay and dairy land, and land suited to mixed farming. So that it can be readily seen that the Company will have not only one class of farming, but all classes. The orchard soil is a sub-irrigated loam, and hay land a black muck.



This kind grown at Salmon Arm

The Salmon Arm District has been frequently likened to *Southern California*, because of its peculiarly mild climate and absence of sudden changes in temperature and other disagreeable features of the North Temperate Zone. Such a mild and even climate is enjoyed by no other section of the province. Every variety of deciduous fruit, including berries of all kinds, grow to perfection here. The mountains which protect it on all sides, make of the gentle slopes about the lake a veritable Rhineland for the production of grapes, and when you realize that the nearest source of supply is California, you can well believe that large profits are to be had from a Salmon Arm vineyard.





Watering the Milk at Salmon Arm

The greatest of all assets that favor the SALMON ARM DISTRICT is that *it needs no irrigation*, having sufficient precipitation of rain and snow, which is distributed over the twelve months of the year to insure the best crops, while markets for all kinds of produce are at its doors. The various mountain streams in the locality which to-day are running to waste, can be utilized for power and domestic purposes so that each property holder can be supplied with electric light and the purest of water on the gravitation principle.



PANORAMIC VIEW OF SALMON ARM, WHICH GIVES BUT A SLIGHT PRESENTMENT OF THE SPLE

The climate is unsurpassed. Here you have the Summers of Nova Scotia or Maine; and the Winters of Scotland, Maryland or Tennessee, without the excessive precipitation which prevails in those regions and on the Pacific Coast. The temperature is remarkably even, ranging about 70° in Summer and seldom reaching 90 degrees, with invariably cool nights. The mean temperature of the Winter months is about 26 degrees, with brief periods of colder weather. Zero is touched but seldom, and then just for a day or two. The absence of humidity in the atmosphere makes a marked

difference in the effect of a given temperature upon the human body. Scientists estimate that there is a difference of 12 to 23 degrees between a given temperature at Halifax or London and the same temperature at Salmon Arm, in favor of the latter. That is to say, zero weather at Salmon Arm would be no colder to the human body than a temperature 12 to 23 degrees above zero at Halifax or London. Again, 90 degrees in Summer, at Salmon Arm, would be no warmer to the human body than approximately 72 degrees on the Pacific Coast, Atlantic Seaboard, or in England.



THE SPLENDID SCENIC BEAUTY OF ITS ENVIRONS AND MARVELLOUS HORTICULTURAL POSSIBILITIES

*Salmon Arm is ideally situated*, being on the South Arm of the beautiful Shuswap Lake, 330 miles west of Calgary ; having 300 miles of navigable water. The district is sheltered by the Selkirk range of mountains on all sides. It lies on the main line of the Canadian Pacific Railway, 316 miles east of Vancouver and 16 miles west of Sicamous Junction, and is what might be called "*the North Okanagan.*" The district is to be tapped by the Canadian Northern Railway, thus giving competitive transportation lines to the markets of the world.

## OBJECTS OF THE COMPANY

THE SALMON ARM FRUIT AND LAND COMPANY, Ltd., propose to acquire large holdings and divide them up into what are known as "*properties*" of 200 acres each, clear them and set them out in trees. Each property of 200 acres will then be bonded for \$50,000 *guaranteed 6 per cent. coupon bonds*, the bond holder having an undivided interest of 56 per cent. in the particular property in which he holds bonds.



Orchard of Salmon Arm.

These bonds will find ready sale in the East and in Europe and will appeal to the *small as well as to the large investor*, because after the fifth year when the orchard has matured, the dividends on the bonds will materially increase.

We might here say that Property A of 200 acres has already been taken up and also part of Property B.

THE SALMON ARM FRUIT AND LAND CO., Ltd., will care for and manage the different properties on a scientific basis, and for their care and management of same, retain an undivided interest of 44

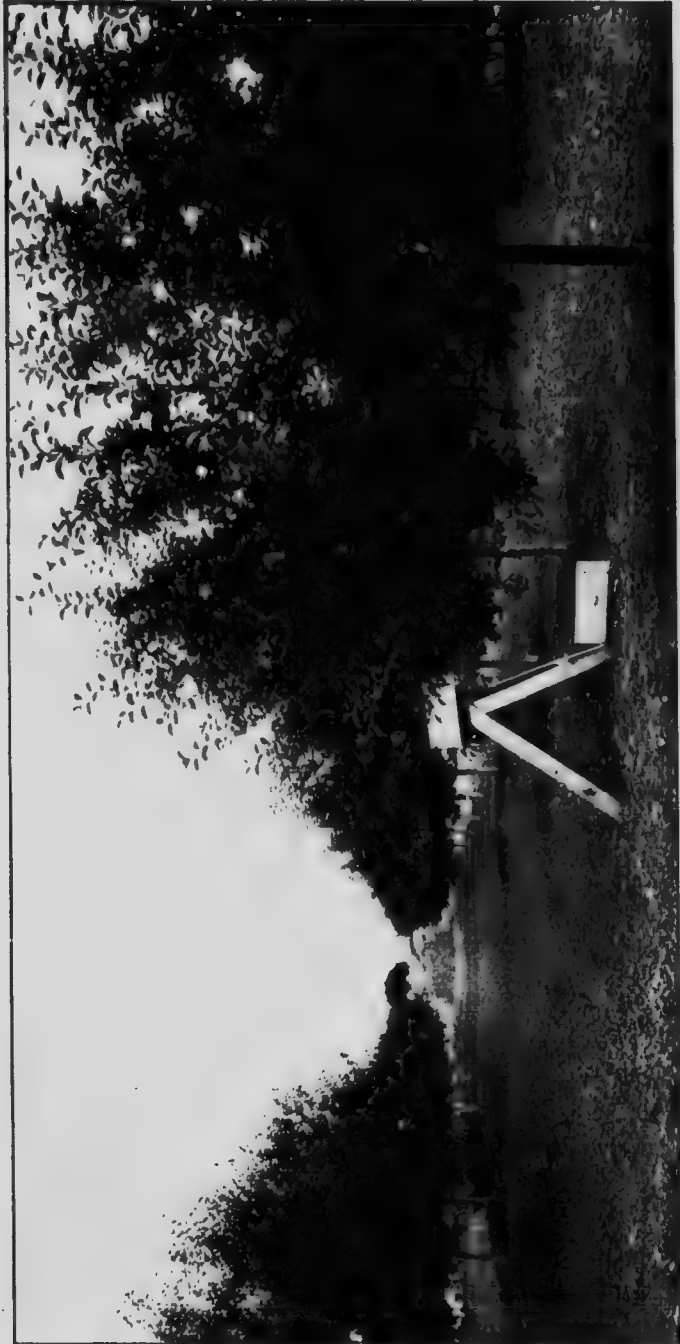
per cent. of the earnings on all properties under its management. Every other property *will be subdivided* into small farms of 10 and 20 acres, and sold on the easy payment plan of 25 per cent. cash, balance in 1, 2, and 3 years.

There is available at least 20,000 acres of land controlled by the Company, for this class of home development.



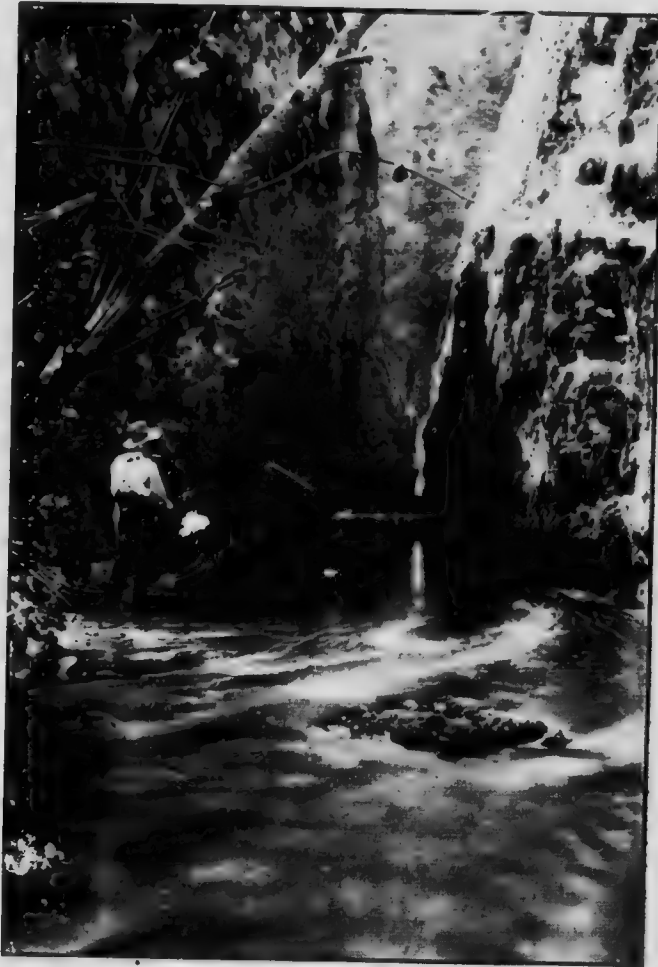
Future Money Maker.

THE SALMON ARM FRUIT AND LAND COMPANY LTD., will establish a packing plant, canning factory, *a large nursery* (the first to be established in the interior on the main line of the C. P. R., and needed in the district), *a box factory*, a creamery and a home building plant. In connection with the nursery may be mentioned the fact that large quantities of trees will be required for the purposes of the Company alone, and thus *an enormous saving* will be effected in the cost of nursery stock, whilst the supply to the general public will net large profits to the Company.



APPLE PICKING, SALMON ARM, B.C.

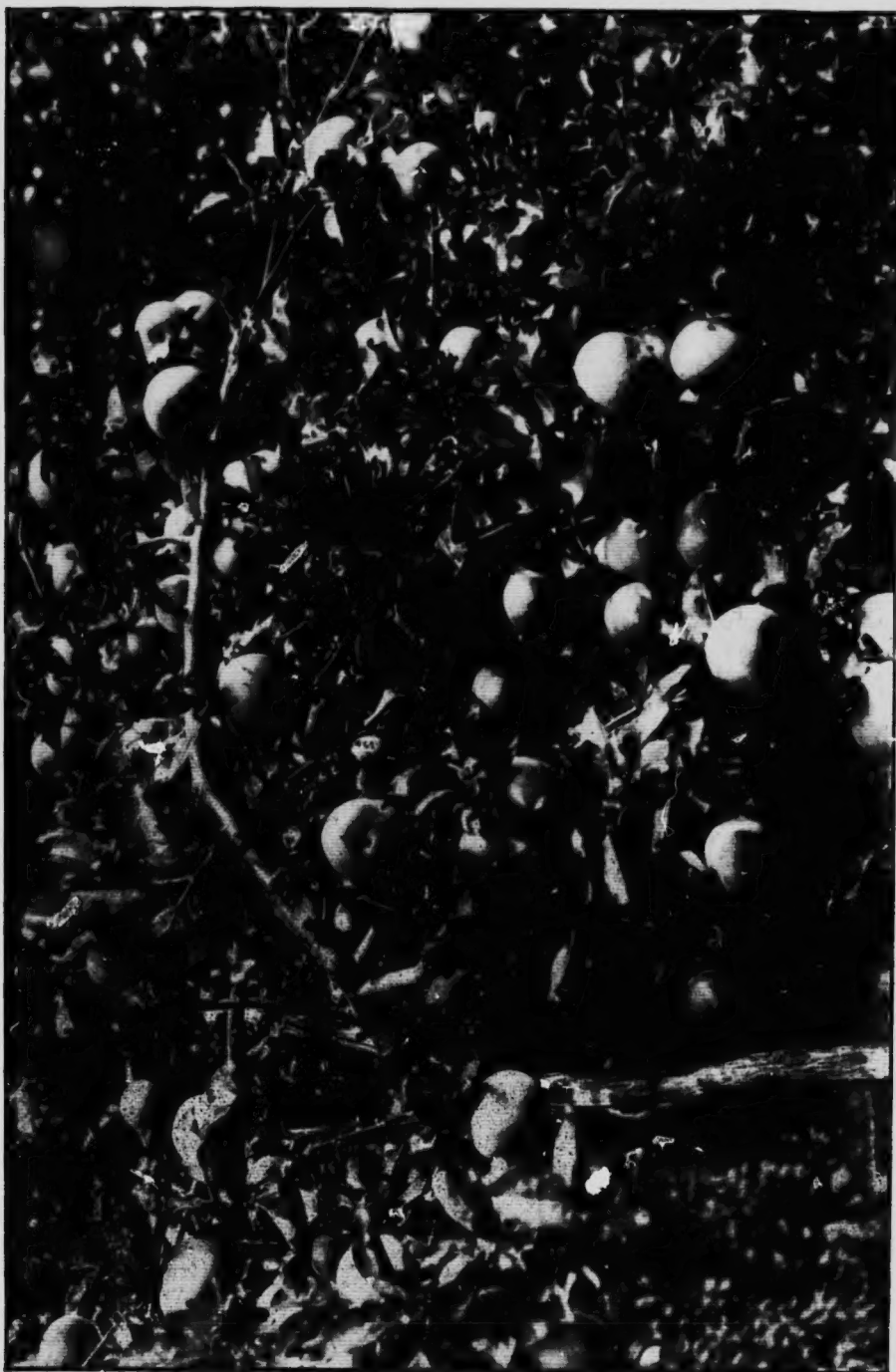
The management of the Company is prepared to show that the land as acquired by it can be planted to the best varieties of winter apples or other fruits, provide 5 years' scientific cultivation, provide for interest on bonds, and pay all running expenses at a cost not to exceed \$250 per acre. That when the orchard comes into bearing at 5 years old it will have a market price of



A Quiet Nook on Shuswap Lake  
Showing pastime while the apples grow

\$500 per acre, and will steadily increase each year thereafter, until it will be worth, and readily sell at, \$1,000 per acre, when 10 years old. With these facts before us we can unhesitatingly say that stock in the Bank of England is no safer investment, and that no more inviting field, from a dividend and profit-sharing point of view, has ever been presented to the investing public.





To be found in Robert Fortune's Orchard

So confident are the management of the Company of the profits to be had in the right conduct of the enterprise, that they do not hesitate in saying that the stock of the Company will pay a fair dividend from the start, and a princely dividend within 5 years. The proposition will bear the strictest investigation, because the more it is investigated the more convincing will be found the facts.



A limb of one of Mr. Edwards' trees.

THE SALMON ARM FRUIT AND LAND CO., LTD. are offering for a limited time only, shares of stock in their Company at par, \$10.00 per share. Those desiring to purchase should make all drafts or money orders payable to W. V. LEONARD, J.P., Treasurer of the Company, SALMON ARM, B.C. Blank Applications can be had at Salmon Arm, B.C., and at the Dominion Trust Co. Ltd., Vancouver, B.C.

## MEMORANDUM OF ASSOCIATION

- We, the several persons whose names and addresses are subscribed, are desirous of being formed into a Company in pursuance of this Memorandum of Association, and we respectively agree to take the number of shares in the capital of the Company set opposite our respective names.

Witness to the above signatures,  
(Signed) J. D. CAMERON, J. P.

**British Columbia.**

(b) Agreement, dated the 6th of July, 1910, between William Valentine Leonard and George Gore, duly assigned on the 8th of August by George Gore to the Company.

